5 THINGS YOU NEED TO CHECK BEFORE BUYING CRYPTO

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TECHNOLOGY

The most important thing is the project's proposed (technical) solution to a real and relevant problem. It makes no difference if it's something new or a better application of existing tech, when the problem they're trying to solve doesn't need solving, there's a big chance the project will fail or is set up to raise a quick buck.

ROADMAP

Technical development always takes longer than promised, but a roadmap gives you an idea if they're realistic about their goals. If the roadmap states that a mainnet will be delivered within a few months, that would be great, but could also indicate that they're trying to make a quick buck (unless the started the development way before the ICO/STO/IEO of course).

TOKEN ALLOCATION/PRICE

Marketing 10%

Paid shills 15%

ICO 5%

Team 70%

How many tokens are they going to bring out? This might give you an idea if they're upfront about the project or just want to make a lot of money. If their total token supply & pricing results in a very high marketcap, you should be suspicious about their intentions. Other things to check: Will the tokens be locked up (vesting) for the team? Will they burn unsold tokens? Can they create new tokens at will?

TEAM & PARTNERSHIPS

The people behind the project should be easy to verify. Check their Linkedin, online profiles, company profiles, any (wallet)addresses you find, advisors, partnerships etc. Don't be afraid to openly ask them if they're involved in the project. Don't forget to do a reverse image search on their pictures as well!

THE REST

Verify any info on the websites & social media, does it look real or are they just using empty words, fake testimonials and social media bots? Beware of dubious statements, like stating they're SEC-compliant or already have secured listing on big exchanges. Watch out for Ponzi Schemes like Bitconnect, with promised unrealistic ROI for holding their coins.

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